

Department of Sustainability and Mobility

# Comprehensive Parking Study: Community Parking Districts & Regional Parks

# Project Goals & Outcomes

The project will result in:

- 1. Parking Management Framework** provides the City with the approach for evaluating parking demand and utilization to inform curb and parking management decision-making
- 2. Parking Demand Management Study** provides tailored strategies developed specifically for the needs of the City of San Diego

## Parking Management Goals

**Adaptable policies:** Create a parking system that is adaptable to the ongoing needs of the City, and each CPD and Regional Park.

**Sustainable solutions:** Implement financially sustainable policies and solutions.

**User-friendly experience:** Enhance access and improve the parking user experience.

**Demand Management opportunities:** Balance the transportation system and encourage alternative modes of transportation.

## Plan Objectives

- Establish a framework for parking and curb management decision-making that is grounded in data.
- Develop a demand-based parking program that can grow and adapt over time.
- Balance the diverse needs of each community parking district, and the business owners, employees, customers, residents, and visitors.
- Foster dynamic parking management for special events.
- Balance on-street parking rates with the market rates being charged by private facilities.
- Provide ongoing management, oversight, and track performance of the operations.
- Ensure effectiveness of parking management strategies and encourage compliance with policies.

# Analysis

Four phases of analysis, informed the development of the parking management framework

Analysis Task	Scope	Study Area
<b>Parking Data Collection &amp; Analysis</b>	<ul style="list-style-type: none"> <li>Occupancy &amp; duration data collection               <ul style="list-style-type: none"> <li>Thursday, Saturday, Sunday</li> <li>8AM – 8PM</li> </ul> </li> </ul>	<b>CPDs</b> <b>Regional Parks</b>
<b>Big-Data Analysis</b>	<ul style="list-style-type: none"> <li>Origin-destination analysis using big data source (Streetlight)               <ul style="list-style-type: none"> <li>Where visitors are coming from, and chosen route</li> </ul> </li> </ul>	<b>Regional Parks</b>
<b>Market Rate Analysis</b>	<ul style="list-style-type: none"> <li>Review paid parking rates charged by privately-owned and operated parking facilities               <ul style="list-style-type: none"> <li>Rate structures</li> <li>Operations</li> </ul> </li> </ul>	<b>CPDs</b>
<b>Transactional Data Analysis</b>	<ul style="list-style-type: none"> <li>Analyze the difference between parking transaction data with occupancy data, analyze observed vehicles parked and paid parking transactions.</li> </ul>	<b>CPDs</b>



# Data Collection

## Data Collection:

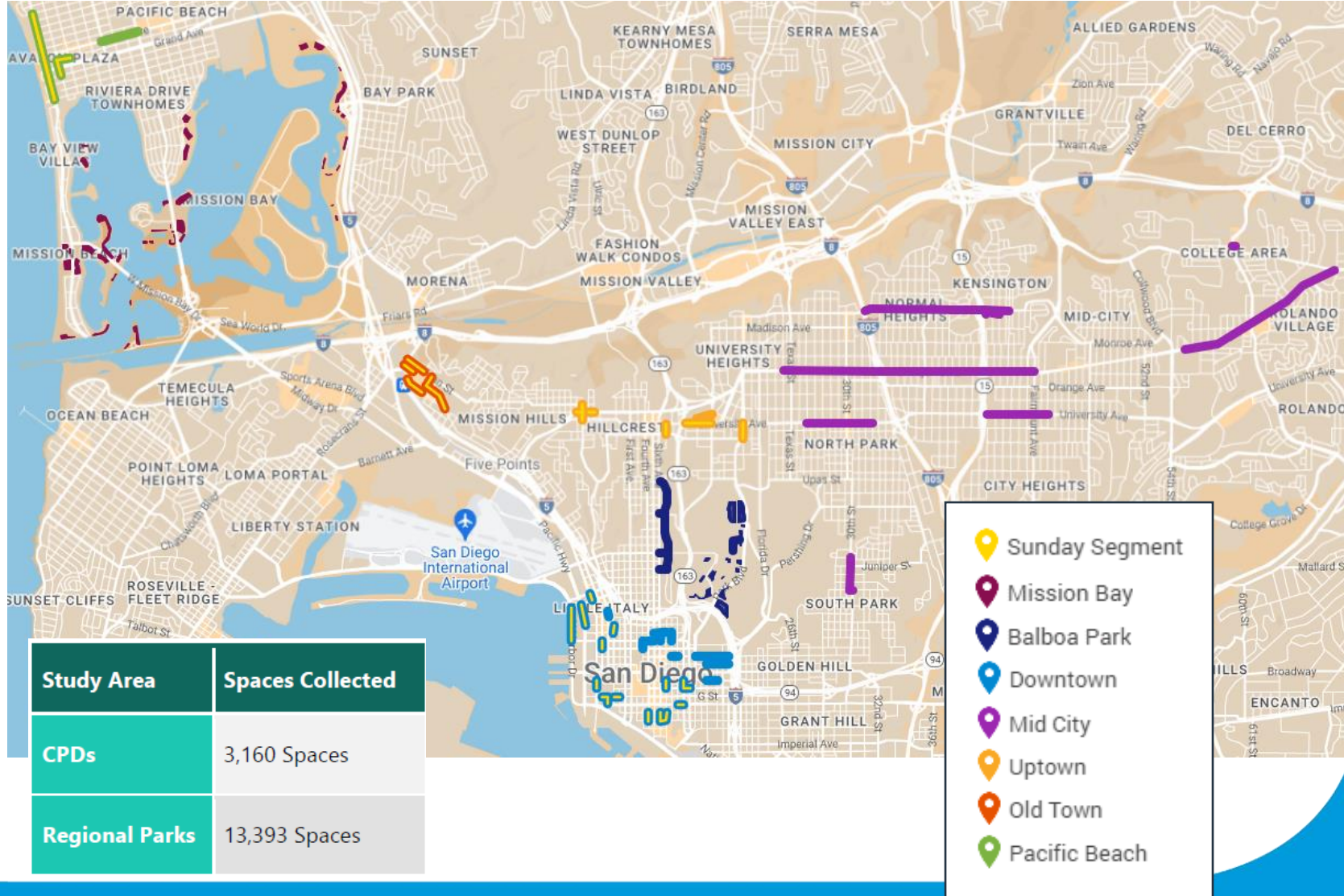
- Between 7/18 – 7/27
- Thursday, Saturday, Sunday\*
- 8 AM – 8 PM

## Study Area:

- Over 16,500 spaces\*\*
- 5 CPDs
- All off-street parking in Mission Bay & Balboa Park

\* Smaller study area collected on Sunday

\*\*The segments were selected to be a representative sample of various space-types in each area.





# Findings

## Average Occupancy – Regional Parks

**Key Finding (Mission Bay):** Many facilities in Mission Beach averaged over 85% occupancy

**Key Finding (Balboa Park):** Parking lots in the core of Balboa Park exceeded 85% occupancy both days

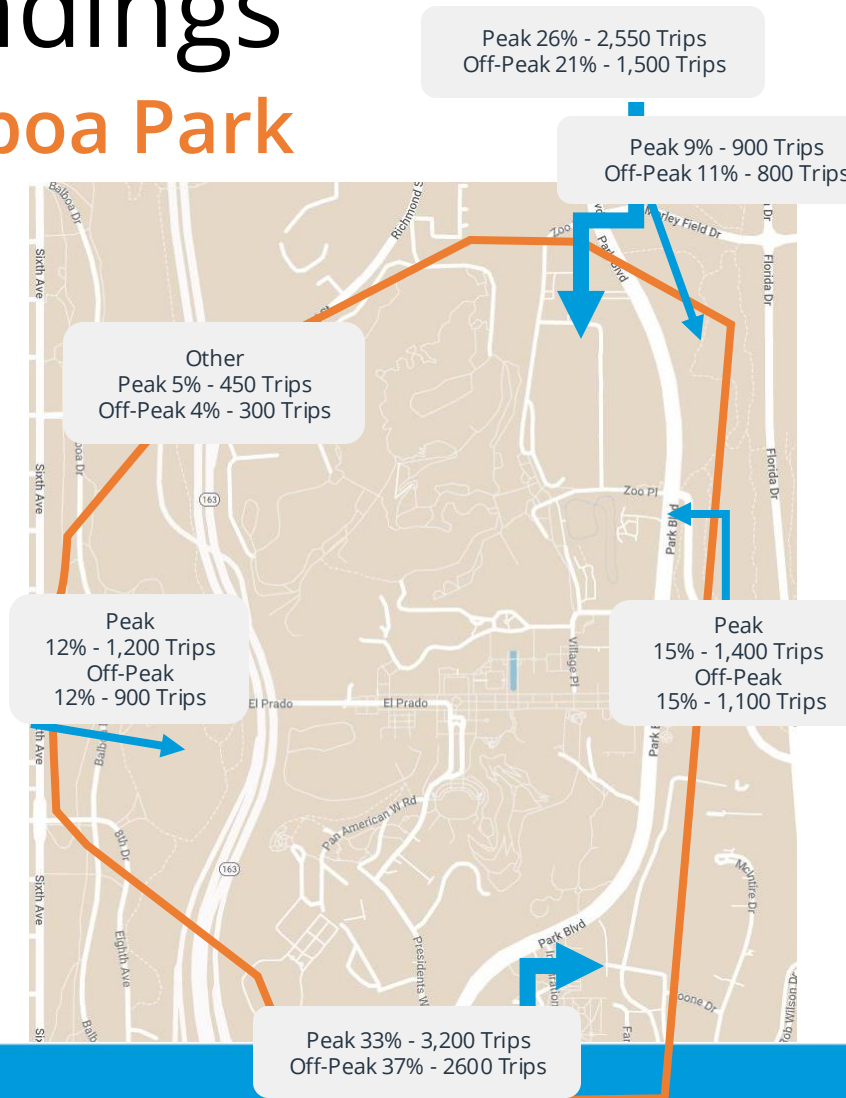
Average Occupancy (Peak Occupancy)		
Regional Park	Thursday	Saturday
Mission Bay (Overall)	40% (47%)	73% (88%)
Mission Beach	86% (99%)	84% (100%)
Balboa Park (Overall)	66% (76%)	69% (85%)
Core	84% (98%)	85% (98%)

# Regional Park Findings

## Big-Data Analysis – Balboa Park

### Answers:

- What routes are vehicles using to access Balboa Park? **From the north on Zoo Dr & from the south on Park Blvd**
- Where are vehicles coming from? **Most trips are local**
- How many more trips are there in the peak vs off-peak seasons? **36% more trips in peak**



Average Daily Trips to <b>Balboa Park</b> from San Diego		
City Council District	Peak Season Percentage	Off-Peak Season Percentage
District 1	8.3%	7.0%
District 2	18.4%	18.2%
District 3	44.6%	44.6%
District 4	.6%	.3%
District 5	1.4%	1.4%
District 6	3.6%	3.4%
District 7	4%	4.5%
District 8	4%	4.2%
District 9	2.2%	2%
Outside of San Diego	13.1%	14.6%
<b>TOTAL</b>	<b>9,600 Average Daily Trips</b>	<b>7,150 Average Daily Trips</b>

# Data Collection

Parking Lot	Total Unique Vehicles Weekday Summer	Total Unique Vehicles Weekend Summer
Balboa Park - Lot 43 - Carousel	286	280
Balboa Park - Lot 44 - North of Village Place	640	729
Balboa Park - Lot 45 - Natural History Museum	314	402
Balboa Park - Lot 46 - Casa De Balboa	218	232
Balboa Park - Lot 47 - Fleet Science Center North	444	618
Balboa Park - Lot 48 - Fleet Science Center South	266	335
Balboa Park - Lot 49 - Alacazar Garden	353	404
Balboa Park - Lot 50 - Organ Pavilion	1211	1326
Balboa Park - Lot 51 - Pan American Plaza	486	624
Balboa Park - Lot 52 - Gold Gulch	28	41
Balboa Park - Lot 53 - Starlight Bowl	578	1161
Balboa Park - Lot 54 - Veterans Museum	411	756
Balboa Park - Lot 55 - Inspiration Point	235	610
Balboa Park - Balboa Dr	906	1033
Balboa Park - Quince Dr	9	8
Balboa Park - El Prado	47	83
Balboa Park - Juniper Rd	57	64
Balboa Park - Village Pl	279	282

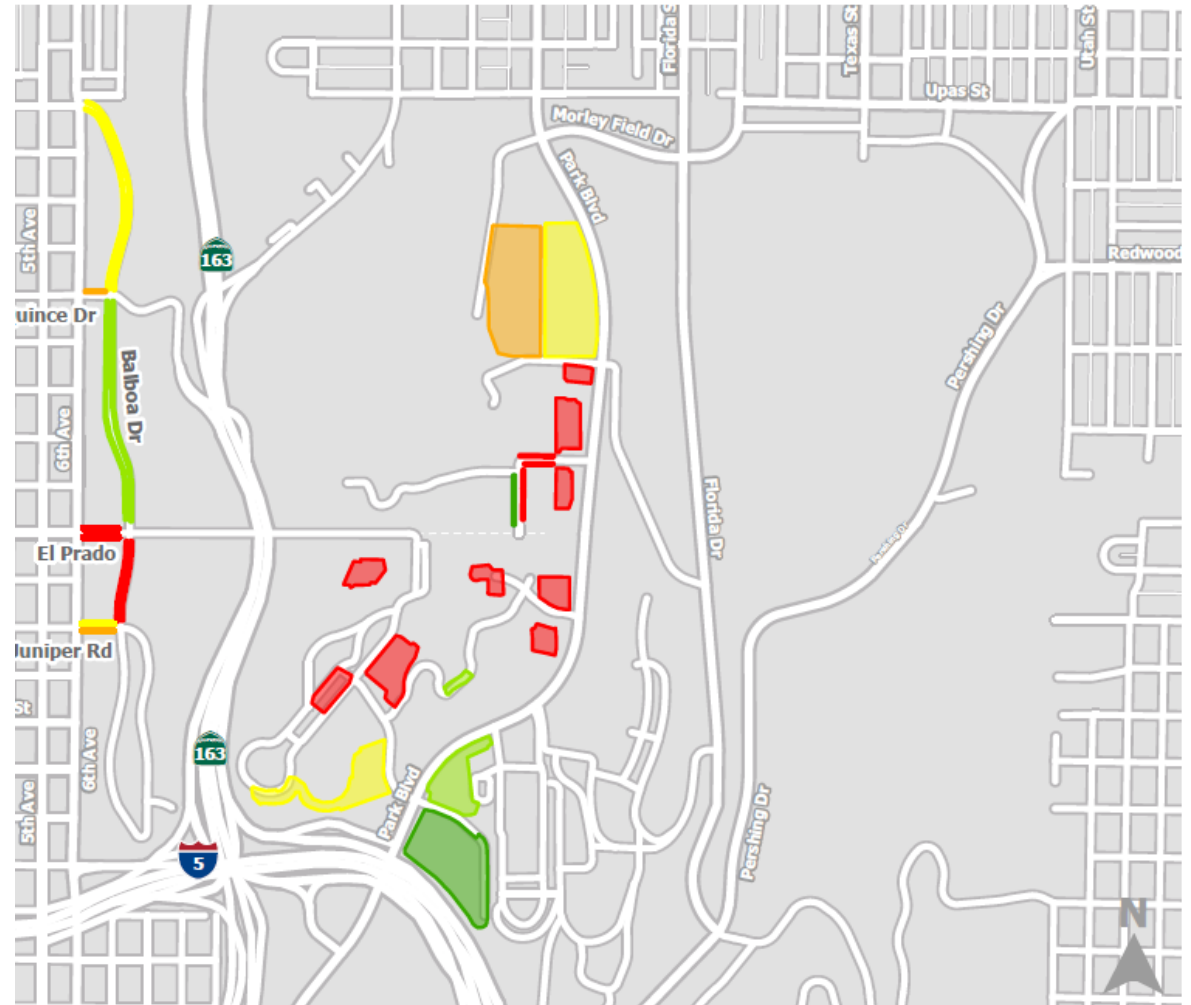
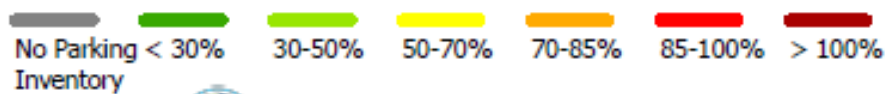


# Regional Park Findings

## Occupancy Analysis – Balboa Park

Thursday @ 1pm

### Occupancy Percentage



Balboa Park  
Thursday Occupancy Percentage - 1 PM  
San Diego Citywide Parking Study

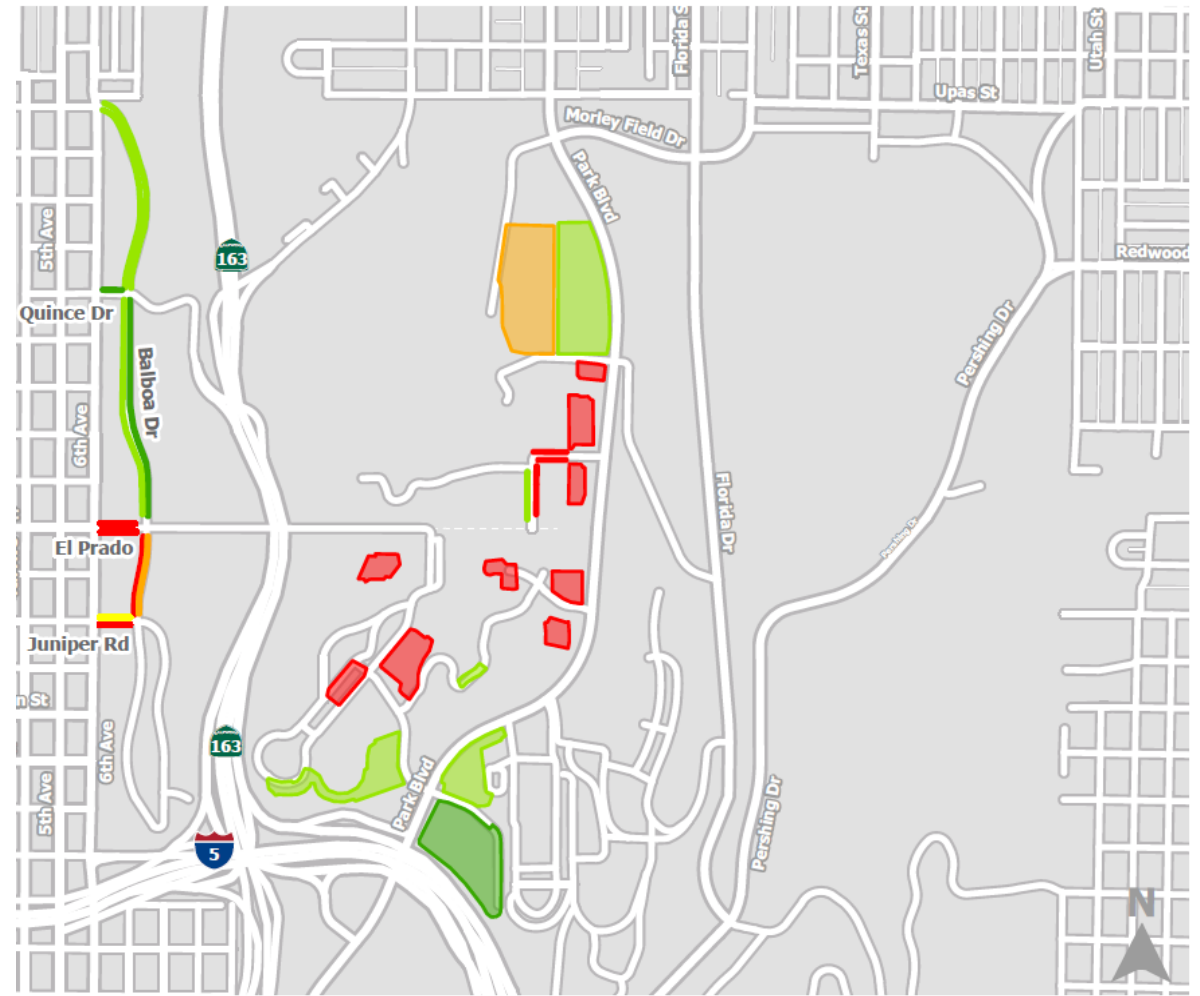
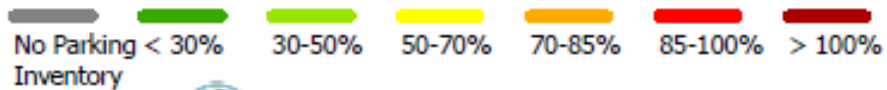


# Regional Park Findings

## Occupancy Analysis – Balboa Park

Thursday @ 2pm

### Occupancy Percentage



Balboa Park

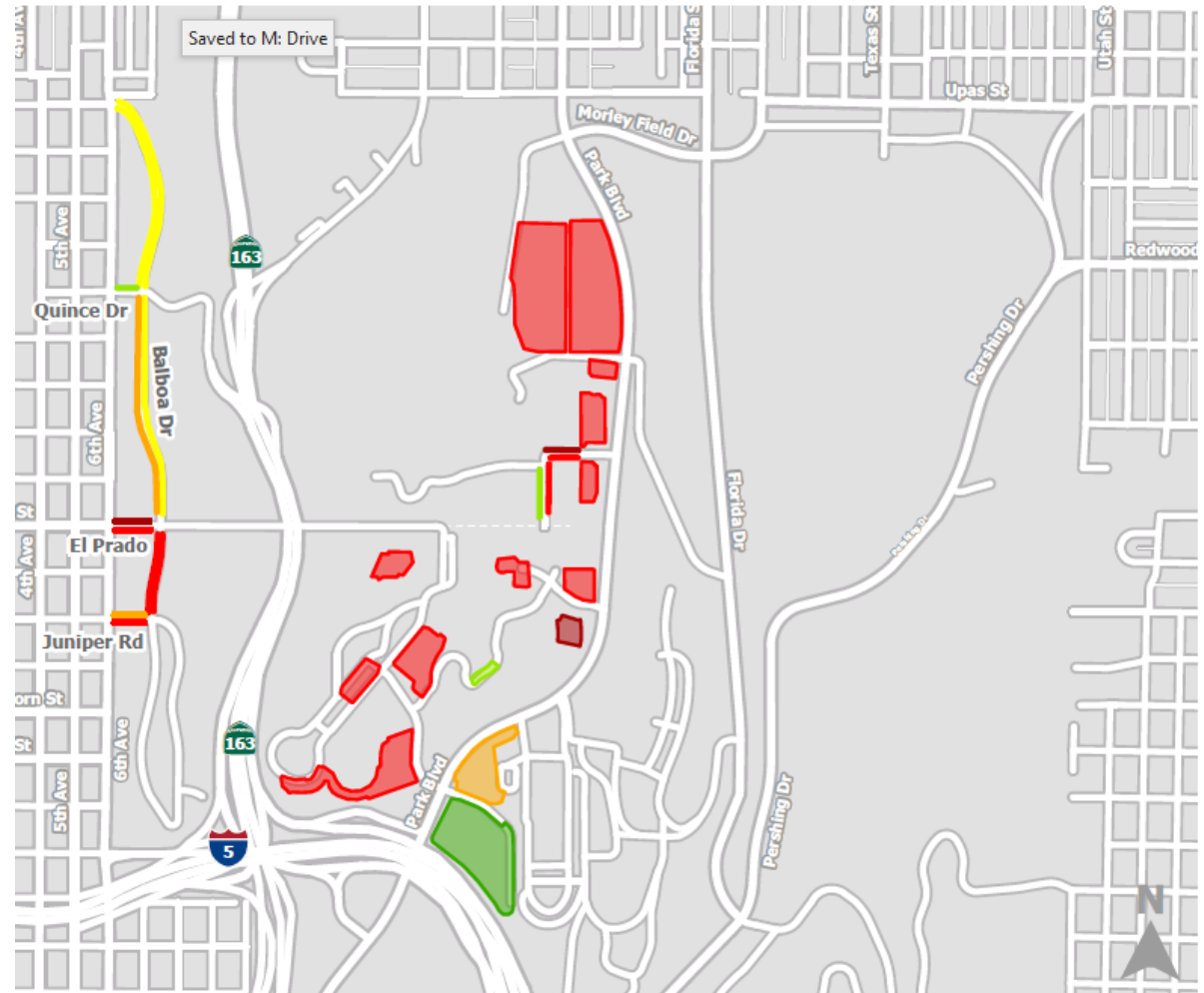
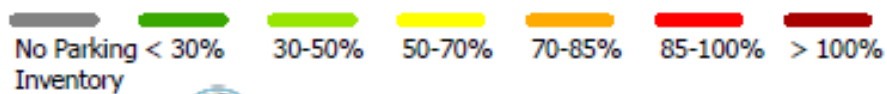
Thursday Occupancy Percentage - 2 PM  
San Diego Citywide Parking Study

# Regional Park Findings

## Occupancy Analysis – Balboa Park

Saturday @ 2pm

### Occupancy Percentage



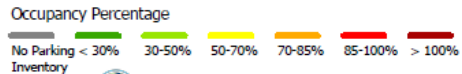
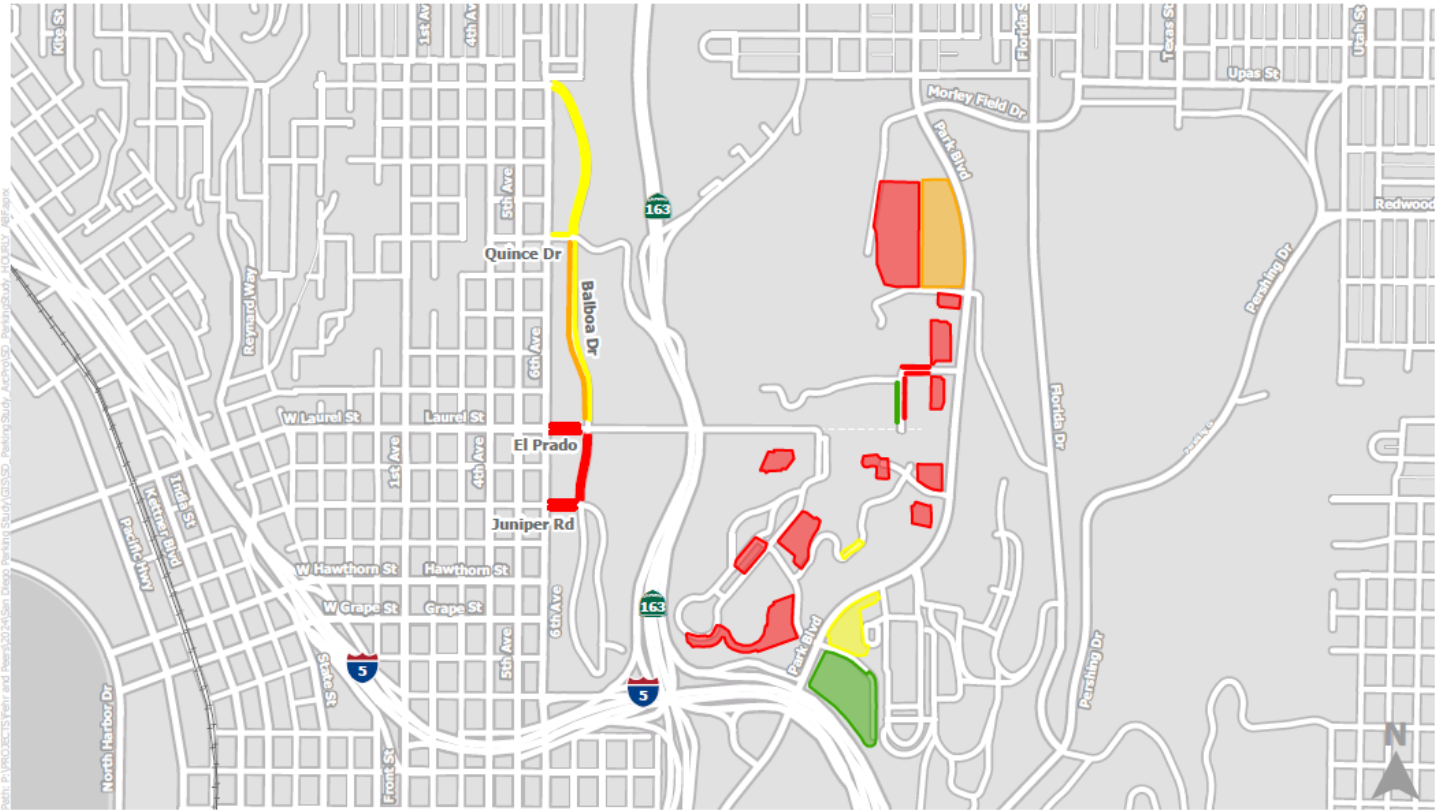
Balboa Park  
Saturday Occupancy Percentage - 2 PM  
San Diego Citywide Parking Study



# Regional Park Findings

## Occupancy Analysis – Balboa Park

Saturday @ 3pm



Balboa Park  
Saturday Occupancy Percentage - 3 PM  
San Diego Citywide Parking Study

# Considerations – Balboa Park

- **Location Based Rate Structure**

- Shift demand from highest demand facilities to underutilized facilities
- With a tiered-level cost, areas with highest parking demand (nearest the center of the park) would cost more to park than areas within walking distance

- **Hourly Rate Structure**

- Same parking rate for every hour not specific to number of hours parked, time of day, day of week, or location
- Parking occupancy would remain the same

## Location-Based Rate Structure

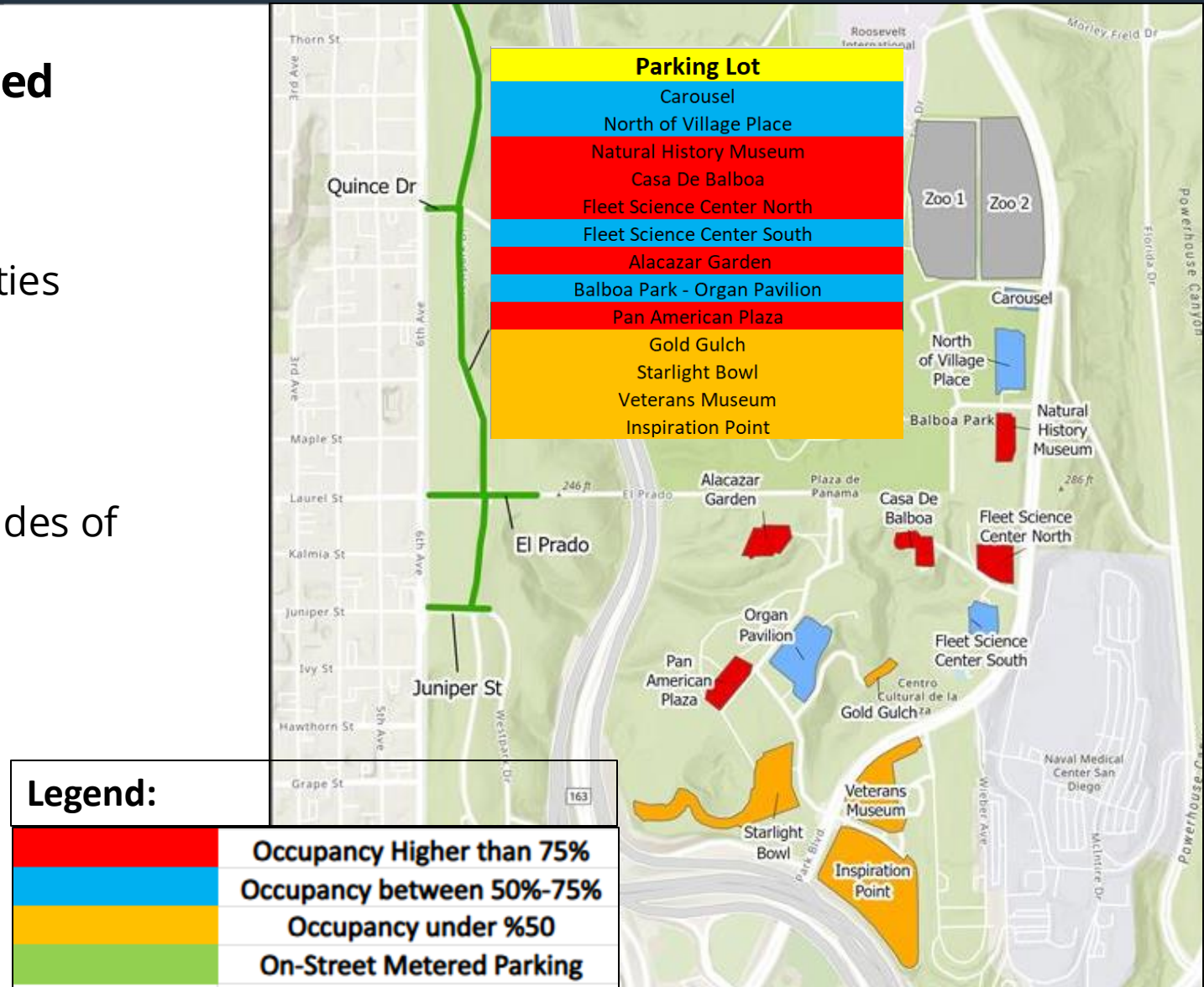


## Hourly Rate Structure



## A Combination of Location-Based Daily rate and Hourly Metered Parking rate would:

- Shift demand to under-utilized facilities
- Promote turnover
- Increase availability
- Encourage the use of alternative modes of transportation for visitors



Thank you -